



WELLCOME
LIBRARY

pam

WA 695

1 9 0 4

B 93 h



22501735520



*With the compliments
of
H. P. Bulmer
& Co.
of Hereford
the Pioneers of the great
Herefordshire Cider
Industry.*



*A Herefordshire apple orchard
in Queen Ann's time.*



Herefordshire the Home of the White Wines of England.

IF the County of the Golden Valley and the winding Wye is not actually the senior of our Cider-shires in point of age, it has, at all events, for more than two centuries been *facile princeps* in the all-important matter of quality. In Queen Elizabeth's time Camden speaks of Herefordshire with honest enthusiasm as "FRUGIFERUS", while Michael Drayton, in the quaint maps of his *Polyolbion*, depicts her as a fair maiden enthroned and crowned with flowers and fruit. No mention, however, is made by them of Cider, the precise origin of which like many other secrets, is lost amongst the clouds of a remote antiquity. It has been suggested that the first rude idea of Cider making came from Wales; that Welsh ecclesiastics imparted the knowledge to their brethren in Normandy and Brittany, and that the latter finally re-introduced the use of fermented Apple-juice as a popular beverage into Southern England when the Conquest gave them a predominant influence in our monastic institutions great and small. There were doubtless apples in plenty to be found in Herefordshire in the far-off time when the Cider-shire *par-excellence* of to-day had its terraced vineyards and its grape-

presses, but they were not of the sort from which the famous English White Wines are now manufactured by the House of Bulmer.

Two years before the accession of the "Royal Solomon" there was born to the head of the Scudamores who came into England with the Conqueror, a son and heir, who received the name of James, and was both studious and intelligent, in addition to being gifted with natural aptitude for business which, if he had lived in the twentieth century, instead of the seventeenth, would doubtless have made him a multimillionaire. James Scudamore came upon the scene in the days of Drayton and Camden. He was still a youth when he imported into Herefordshire the different varieties of the historic Norman Apple, which now play an all-important part in the production of the English White Wine, for which the premier Cider-shire soon became famous.

Inimitable "Tom" Fuller in his "Worthies" does ample justice to Herefordshire in respect of this new leaf in the crown which Drayton had already given her, but before this, a house-party at Holme Lacy, the ancestral seat of the Scudamores, had consumed no less than seventeen hogsheads of Cider in nineteen days, while Charles 1st. and his courtiers, who came to Hereford in the dark days of the Civil War, found it far more palatable than the thin French wine it is now rapidly supplanting.

Two years after the restoration the most wise and witty prose author of the age writes: — "This county doth share as deep as any in the Alphabet of our English Commodities, tho' exceeding in W, for Wood, Wheat, Wool, and Water." If he had lived two centuries and a half later it would assuredly have rejoiced his heart to add White Wine. As it is he continues:-- "Besides this Shire better answereth (as to the sound there-of) the name of *Pomerania*, than the Dukedom in Germany so called, being a *continued Orchard of Apple Trees*, of which much sider is made."

Forty years more rolled by, and the Cider of Herefordshire had its poet as well as its historiographer. John Phillips, who sleeps in Hereford Cathedral, in the very midst of his mother's "Orchard-country" he loved so well, sang tunefully



*Grafting the apple in the
early XVIII century.*

of the *health-giving* and *invigorating* "Scudamorian juice", which increased care and scientific treatment have, in our own time, transformed into the veritable "White wine of England."

"Hail Herefordian plant, that dost disdain
All other fields
. . . . where e'er the British spread
Triumphant banners, or their fame has reached
Diffusive, to the utmost bounds of this
Wide universe, Silurian Cider borne
Shall please all tastes, and triumph o'er the vine."

"Cider — a Poem" went through a great many Editions between 1706 and 1743, when George Bickham, the great Pen-Man, published his "British Monarchy", in which he sums up the virtues of Herefordshire Cider in the single sentence, "Such is the excellence of the Cider produced from its fruits, that Herefordshire Cider is a name given to recommend that of other Counties." From early copies of Phillips are taken our illustrations of an apple-harvesting and apple-grafting in Queen Anne's time, while from Bickham is borrowed the charming vignettes which head these notes on the Cider of the past.

As far as the present is concerned, the love of Cider is increasing by leaps and bounds on both sides of the Channel. In France, the original home of the famous "Normans", the consumption of Cider in the year 1903 reached the phenomenal figure of seventeen gallons per head on the sum total of its population, and the production of Cider in the following year exceeded 800,000,000 gallons. It is predicted that 1905 will beat the record. As far as England is concerned Cider no longer ranks with aerated drinks, but is regarded as a "White Wine" endowed with medicinal properties of the highest value.

In cases of gout and rheumatism the Faculty have discovered a veritable panacea in the dry Cider which patient scientific research, coupled with the saving virtues of the "Normans", has enabled Messrs. H. P. BULMER & Co., to produce in such perfection. The "Normans" in their endless varieties have one characteristic in common, viz., an almost entire absence of all acidity, and a strength, fullness, and body which imparts to the Cider the characteristics of the lighter wines of Spain. It is

essential to add that the Herefordshire Cider made from "Norman" Apples, bears no kind of resemblance to the turbid and acrid drink into which the ignorant peasants of Northern France pervert their vintage fruits.

It is not surprising that the demand for *Brut* Cider grows apace, when it is noted that two most important medical works published recently proclaim both its value and possibilities on the house-tops. Messrs. BULMER will, on application, forward a pamphlet dealing specially with the medical phase of Cider drinking.

Cider has in Herefordshire been always treated with the respect it merits, although a very wide gulf divides the Cider of the husbandmen from that of the scientific manufacturer. In the premier Cider-shire silver tankards have taken, and still take, the place of the humbler mugs of the South.

Nowhere has Cider been consistently held in higher esteem than in Oxford, by established tradition the home of good cheer as well as ripe learning. The author of Oxford "Night-Caps" forty years' ago devotes several pages to the superior excellencies of Cider Cup or "Cold Tankard".* "Cold Tankard", he writes, "has for a very long period been a favourite summer drink, not only within the walls of the Colleges, but also at Taverns situated near the banks of the river, and which are much resorted to by junior members of the University, who are fond of aquatic excursions".

Many are the sonnets and songs, which have been made upon the fair waiting women, who almost invariably prepare this cooling and wholesome beverage. The following specimen written some years since, probably will not prove unacceptable to the reader.

Say - - lives far or near a damsel so fair,
So cheerful, so blythe, or so merry?
On earth I can't find
A nymph half so kind
As Doris, the Maid of the Ferry.

She serves at the bar, and excels all by far
In making Cold Tankard of Perry:
How sweet then at eve
With her leave to receive
A kiss from the Maid of the Ferry.

* *Recipes for Cider Cup or "Cold Tankard", suitable for modern tastes, will be found on page 9.*

Things have indeed altered since honest John Worlidge published at the Mitre in Fleet Street in twelve pages, his first essay on "The Most Easie Method for Making the best Cider." The primitive methods there described, such as the "pounding" of the Apple by hand, though they held their own for nigh two centuries, have now given way before the exact processes and cleaner methods of modern science.

Travellers passing through Hereford, who take the opportunity of visiting "Bulmers", will be astonished to find the vast scale on which the production of Cider is now carried on in the famous cellars of the White Wine of England. Established in 1887 on a modest scale, the progress of the business has been such that several acres of buildings, stores, and cellars are now required for its world-wide commerce.

The temporary eclipse which the reputation of Cider experienced in the early years of Queen Victoria's reign has now passed away, largely owing to the scientific discoveries and business enterprise of the Pioneers of the Herefordshire Cider Industry.

No longer will people question the opening sentence of the essay of honest John Worlidge referred to above: —

"It is generally known that few Foreign Drinks as they are handed to us are comparable to our English Cider well made, which has been found to be an excellent and salubrious liquor, most suitable to our English bodies."

R. K. Y.



Cider Cup Recipes.

CIDER CUPS, when made from fine Cider, are always popular in hot weather. The following recipes will be found most excellent, and are strongly recommended to our customers' notice.



ONE bottle of soda, one bottle (quart) of Cider, one liqueur glass of *Old Tom Gin*, or other *Sweet Gin highly impregnated with Juniper*, lemon peel and burrage, or cucumber, no sugar and no other ingredient, with ice enough to cool thoroughly.



TAKE one large or two small bottles of Bulmer's sparkling Cider, or an equal quantity of Draught Cider; and one bottle of Lemonade or Soda Water, one wine-glassful of Brandy, and the same quantity of Curaçao, the peel of one lemon (very thin). A leaf of burrage or little cucumber will impart a pleasant flavour, but should only be allowed to remain in the beverage for about a minute. Sugar can be added to taste, and the whole must be *well iced*.

N.B. If an ice pail is available the ice should not be placed in the Cider cup.



IN hot weather, if a very light drink is required, our Draught Cider may be mixed with aerated or soda water, and in this form makes a most refreshing and practically temperance beverage for children and total abstainers.



LIST OF VARIETIES.

SPARKLING CIDER AND PERRY.



SPARKLING CIDER.

per doz. per doz.
Bots. $\frac{1}{2}$ Bots.

No. 1. "REDSTREAK" & "WHITE NORMAN".

The blending of these two well-known varieties is always found most successful, the "White Norman" giving high colour and long keeping properties, while the "Redstreak" less generous in disposition, yields refined taste and bouquet to the Cider

Bottles included.

10/— 5/6

No. 2.* "FOXWHELP" & "KINGSTON BLACK".

A Cider which has been well termed the *Imperial Tokay* of Herefordshire, and which we strongly advise purchasers to lay down and treat with a respect they would give to good vintage wine. It is with pleasure we inform our customers that this Grand Cider can now be supplied in **Magnums** (1895), 40/— per dozen

20/— 10/6

* 1 Dozen Magnums, 1 Dozen Quarts, or 2 Dozen Pints of this Cider, Package and Carriage Free to any Station in the United Kingdom

40/— per dozen
Magnums.

No. 3. "STRAWBERRY NORMAN".

This variety stands next to the "Foxwhelp" in repute in Herefordshire. It is laid down largely in the county to develop the extraordinary aroma from which it derives its name. We may describe it as a soft round Cider of marvellous keeping properties

11/— 6/—

No. 4. "CHERRY PEARMAIN".

The "Cherry Pearmain" Apple is peculiarly crisp and refreshing, producing Cider of a similar character. It has for general use become one of the most popular in demand

10/— 5/6

No. 4a. "CHERRY NORMAN".

This Cider is *perfectly fermented* and from its absence of acidity will be highly esteemed by all lovers of a really Dry Drink. It is specially recommended for Gout, Rheumatism, or Nephritic Ailments

10/— 5/6

CHAMPAGNE PERRY. per doz. per doz. Bots. $\frac{1}{2}$ Bots.

No. 5. "HOLMER".

"The Perry from the 'Holmer' Pear," says the *Herefordshire Pomona*, "is of excellent flavour." It is a soft variety of delightful taste and perfume, and possesses many of the stimulating qualities of good champagne 10/— 5/6

No. 6. "LONGLAND" & "MOORCROFT".

A much dryer quality than the above, with the agreeable bouquet peculiar to the "Moorcroft" Pear. Being well fermented, it is exceptionally digestible, and is specially recommended for Renal Complications 10/— 5/6

STILL CIDER & PERRY.

No. 7. STILL CIDER IN BOTTLE.

We are now bottling this Cider, matured in wood, in hock bottles, and can recommend it as an excellent substitute for German Hock and other Light Wines 7/— 4/—

3 Dozen Bottles or 6 Dozen Half-Bottles of this Cider will be sent Carriage and Package Free.

No. 8. STILL PERRY IN BOTTLE.

(Hock bottles also.) We desire to draw attention to this Still Dry Perry. It can hardly be distinguished from fine Sauterne 7/— 4/—

3 Dozen Bottles or 6 Dozen Half-Bottles will be sent Carriage and Package Free.

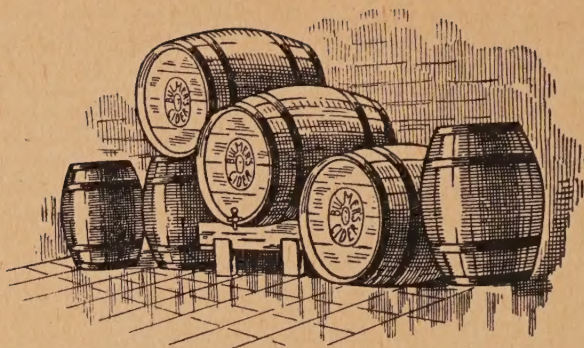
SAMPLE CASES.

- A.—3 Dozen Sample Case, Package and Carriage Free, 32/6, containing 1 Dozen Bottles of Nos. 1, 3 and 6 CIDERS AND PERRY.
- B.—3 Dozen Sample Case, Package and Carriage Free, 41/—, containing 1 Dozen Bottles of Nos. 2, 4 and 5 CIDERS AND PERRY.
- C.—3 Dozen Sample Case, Package and Carriage Free, 42/—, containing 1 Dozen Bottles of Nos. 2, 3 and 4 Ciders.

CARRIAGE. All orders to one address amounting to 3 Dozen Bottles, or 6 Dozen Half-Bottles, will be sent Carriage Paid to any railway station in the United Kingdom, provided a remittance for the full amount accompanies order. On smaller quantities carriage will be paid to any station in the United Kingdom, for an extra 1/— per Dozen Bottles, or 6d. per Dozen Half-Bottles.

CASES. Hinged Cases are charged 4/6 each. Nailed-down Cases (un-returnable), 6d. per Dozen Bottles, 4d. per Dozen Half-Bottles; these can be ordered specially by those who do not want the trouble of returning cases, and will be used for less quantities than 3 Dozen Bottles or 3 Dozen Half-Bottles. and for orders sent to Scotland and Ireland, unless otherwise requested. Still Cider is sent only in Nailed-down Cases.





CIDER OR PERRY IN WOOD.

This Cider and Perry will be found an excellent substitute for Beer and Light Wines for daily consumption. To suit the requirements of our customers we can now supply Cider of three varieties, *viz.*: **FRUITY**, slightly fermented; **MEDIUM**, well fermented; and **DRY** (Cyclists' Brand) perfectly fermented, the last named being recommended in cases of Gout, Rheumatism, Dyspepsia and Nephritic Complications.

Purchasers are asked to state which quality is preferred, but failing instructions the "Medium" Cider will be sent.

10 Gall. Cask	(1/6 per gall.)	or	15/—
15 " "	(1/5 " ")	"	21/—
20 " "	(1/3 " ")	"	25/—
30 " "	(1/2 " ")	"	35/—
40 " "	(1/2 " ")	"	46/—
65 " "	(1/2 " ")	"	75/—

All sizes Carriage Paid to any Station in England and Wales, and to Edinburgh, Glasgow, Dublin and Belfast. To other Stations in Scotland and Ireland, carriage will be paid for an extra 1d. per gallon. Suitable Taps, Post Free, 6d. Suitable Stands for Casks 3/— each, Carriage Paid.

Casks (from 10 to 40 galls.) 7/6, 65 galls. 15/—, are returnable, carriage payable by us.

Conditions of Sale.

Hinge Cases and Casks must be paid for if not returned within three months.

On receipt of Empty Hinge Cases and Casks, their value, as charged, will be placed to the credit of the Sender, but if already paid for, we will send cash for same, if requested. Cases must be returned within Six Months and Casks within Twelve Months, or cannot be allowed for.

Post Office Orders to be made payable at the Post Office, Hereford. Cheques crossed National Provincial Bank of England (Hereford Branch).

Bottles are not charged for, but may be returned and will be allowed for *if such as we supply*, as follows: Champagne Quarts or Pints, 10d. per dozen, if carriage paid.

Purchasers with whom we have not had the honour of previous transactions are respectfully informed that orders should be accompanied by remittance, or reference to their Bankers or someone known to us.

Our Prices are strictly for Cash without Discount.

H. P. BULMER & Co.

RYELANDS, HEREFORD.

